

ABSTRACT

The automotive sector is one of the most potentially most sectors in the economic wheel drive as the country in the fields of industry and commerce, as evidenced in the last few years, can be seen the number of motorists are increasingly the rise, according to AISI (Association of Motorcycle Industries Indonesia) that KTM motorcycle sales reached 49% Indonesia throughout January – October 2017. According to Kemendagri (2018) 2018 year population in the city of Medan was 2,499,838 million, in the city of Medan also includes cities with the highest motor sales are in fifth position in Indonesia. Along with the hectic society who want to see and buy a vehicle especially teenagers, automatic number of showroom or sales centers should also require standard facilities with 3s (Sales, Service, spare parts). In this current era of technological advancement and lifestyle continue to evolve into a reference of KTM motorcycle to have a motor that can provide customer satisfaction as well as a showroom that can meet all Ministry facilities to consumers as well. In addition this motorcycle KTM also committed to improve and strengthen the image of HFMD through service facilities showroom for consumers like appearance and means facilities that could bring the atmosphere of the space in the showroom in order to create the close interaction between the consumer and the product.

On the design of the interior of the showroom with the theme of New KTM motorcycle Experience with good space and pamper the consumer. With the application of the concept of RACE where the intent of the RACE itself is (Respect, Active, Customer, Elegant) that is taken from the ktm tagline is "Ready To Race".